



## STRATEGIC PLAN 2006 – 2007

### *Creating a Culture of Innovation for Jobs Today and Tomorrow*

Jobs Today, Jobs Tomorrow is Governor Granholm's comprehensive plan to secure the future for Michigan families by creating tens of thousands of good paying jobs.

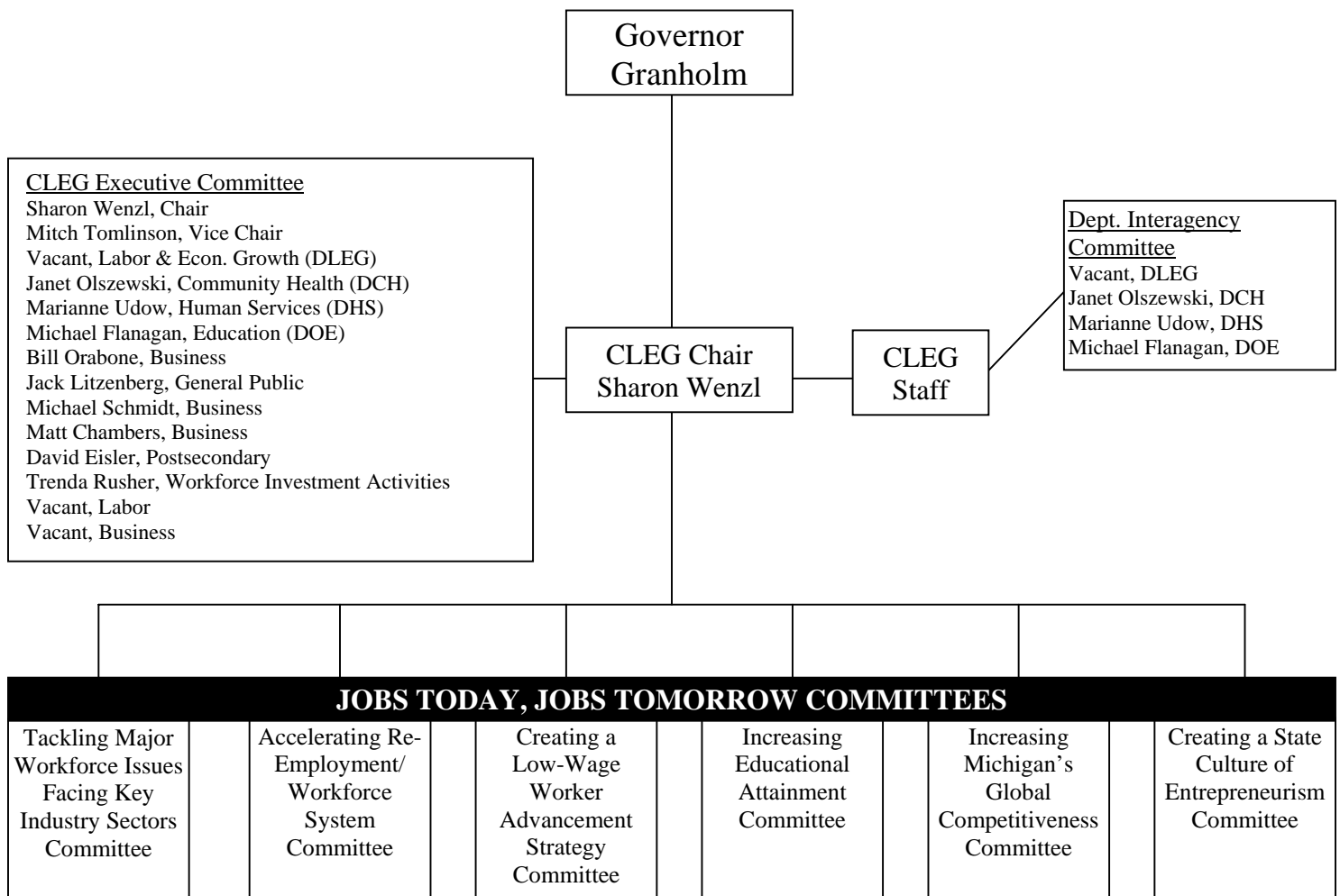
*"The Council for Labor & Economic Growth will be our guide as we strive to meet Michigan's job needs of today while fostering the skilled and flexible workforce that Michigan businesses need to compete successfully in the future. This talented body will help us challenge the status quo on how best to develop and invest effectively in Michigan's 21<sup>st</sup> century workforce."*

*Governor Jennifer M. Granholm*

In her March 7, 2005 address to the Council for Labor & Economic Growth (CLEG), Governor Granholm called on the Council to work with her to meet this challenge head-on by moving swiftly and boldly to fuel our 21<sup>st</sup> Century economy and put tens of thousands to work. Specifically, the 75-member business-led, business majority CLEG is to advise the Governor and the Department of Labor & Economic Growth regarding policies in workforce development, adult education, career and technical education, community colleges, and the workforce elements of economic development.

The Council's membership also includes key leaders from labor, community colleges, universities, K-12 education, community-based organizations, local workforce boards, and government and serves as the federally mandated state workforce board.

In order to perform this role, CLEG members identified the major issues impacted by the broad scope of workforce development, economic development and education policy and practice. Six "Jobs Today, Jobs Tomorrow" Standing Committees have been established and are poised to develop policies and strategies for implementation to address these issues.



***Tackling major workforce issues facing key industry sectors:***

Build on the Michigan Regional Skills Alliance initiative by developing strategies for key sectors, such as health care and advanced manufacturing.

***Increasing Michigan's global competitiveness:***

Examine the extent to which Michigan companies, workers, students, educational providers, and communities are prepared to succeed against peers worldwide and develop strategies to address these gaps.

*Increasing educational attainment:*

Follow-through on the Lt. Governor Cherry's Commission on Higher Education and Economic Growth recommendations to double the number of Michigan residents with a post-secondary credential during the next 10 years.

*Accelerating re-employment:*

Develop strategies to reduce the time, cost, and pain citizens face when involved in job/career transitions. Build on the MI Opportunity Partnership to proactively steer the people into high-demand career fields - - including providing oversight and feedback to that initiative.

*Creating a low-wage worker advancement strategy:*

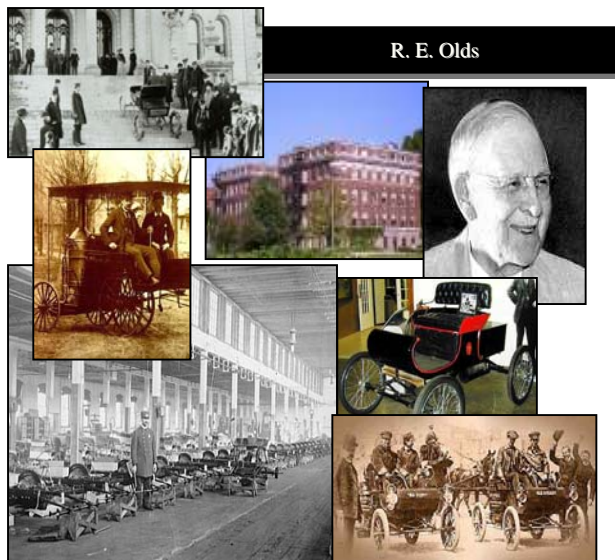
Develop strategies and actions that improve the transition of low-wage, low-skilled workers from entry-level jobs to self-sustaining employment. This work will build from the development work done by the Workforce Action Network.

*Creating a state culture of entrepreneurship:*

Lead a large scale repositioning of how companies and workers embrace entrepreneurship both in the long and short term.

Michigan is a state in transition. To successfully transform our state into a 21<sup>st</sup> century global economy we must change how we think, work and act. Repackaged traditional solutions simply will not work in our state's current economic environment.

Recommendations developed by CLEG must not be traditional – not the ones relied on in previous times of economic challenge. The Council recently adopted “Creating a Culture of Innovation” as its theme for the next year and beyond. Michigan must be innovative to deal with the workforce and economic development challenges it faces. Innovation is the single most important factor in determining success in the 21<sup>st</sup> century, whether innovation is applied to a state or a workforce. CLEG is committed to moving Michigan's workforce development system forward to a bright and innovative future.



R. E. Olds

*" Michigan has a proud history of innovation. People like Olds, Ford, Kellogg, & Gerber ideas grew into completely new industries employing millions of people. If Michigan is to be competitive in the global economy, we must ensure the seeds of innovation continue to find root and grow. We must all work together toward the goal of reclaiming Michigan's innovative legacy."*

*David C. Hollister, Director  
Department of Labor & Economic Growth  
November 2005*

### **FOCUSING ON RESULTS: *The Goal***

Within the context of the charge and responsibilities outlined above and building on the Governor's Jobs Today, Jobs Tomorrow initiatives and strategic efforts, CLEG Committees have developed Committee Action Plans (CAP). These plans include long-term and short-term objectives that will help jump start our economy now and diversify and grow the state's economy in the future.

These objectives comprise the Council for Labor & Economic Growth's Strategic Plan through December 31, 2007. The Council's goal is to *Create a Culture of Innovation for Jobs Today and Tomorrow*. The work of the Council and this strategic plan emphasizes outcomes and measurable results.

### **JOBS TODAY OBJECTIVES: *Creating Opportunities Today***

- Create an Industry Human Capital Assessment map of the major workforce issues facing at least four targeted industry sectors by June 5, 2006. Catalyze solutions to at least one major issue within the healthcare and/or advanced manufacturing sectors by December 4, 2006.
- Conduct regional Return to Learn initiatives by working with DLEG to create a consistent message and supports materials for implementation by the workforce development boards by December 4, 2006.
- Develop a business solutions strategy to ensure that businesses are aware of the state's economic development and workforce development resources available to them by June 30, 2006.

- Establish a program that uses the State's buying power to build and support markets for small and emerging businesses by June 30, 2006.
- Engage large and small employers in providing or connecting low-income employees to key support services that would decrease turnover and provide opportunities for advancement by January 31, 2007.

#### **JOBS TOMORROW OBJECTIVES:** *Investing in the Future of Michigan*

- Develop a Strategic Plan for Michigan by December 4, 2006; aimed at helping the state's small to medium size enterprises (SMEs) and corresponding workforce to position themselves successfully in the global economy.
- Develop a Marketing Plan for Michigan - - an effective, consistent, unified message about Michigan that can be used by all stakeholders in business, education, economic development, and tourism by June 30, 2007.
- Provide ongoing accountability for implementation of the 19 recommendations of the Cherry Commission over the next 10 years.
- Execute a Compact for Michigan's Communities: A regional planning effort to ensure workforce and economic development alignment and collaboration across Michigan by April 30, 2006 with full implementation within the regions by June 30, 2007.
- Ensure that entrepreneurial mentoring and training is available to entrepreneurs seeking these services at the secondary and postsecondary levels, by December 31, 2007. Strategies may include: 1) Experienced Chief Executive Officers mentoring beginners who in turn mentor at community colleges and offer high school internships and 2) An entrepreneurial incentive with the revised MERIT Scholarship that provides additional financial award for students who both complete a two-year entrepreneurship degree program and develop a solid business plan.
- Self-Sufficiency pilots fully funded for implementation between April 2006 and October 2007 - - implemented statewide after completion and evaluation of the pilot phase, not later than December 31, 2007.
- Work with the Early Childhood Investment Corporation to support system and policy changes to provide low-wage workers access to affordable and high quality childcare and education by December 31, 2007.

## Strategic Plan Outcomes and Results Matrix

Committee	Short-Term Objective	Projected Completion Date	Long-Term Objective	Projected Completion Date
<b>Tackling Major Workforce Issues Facing Key Industry Sectors</b>	Create an Industry Human Capital Assessment map of the major workforce issues facing at least four targeted industry sectors.	6/05/06	Catalyze solutions to at least one major issue within the healthcare and/or advanced manufacturing sectors.	12/04/06
<b>Increasing Michigan's Global Competitiveness</b>	Develop a Strategic Plan for Michigan aimed at helping the state's small to medium size enterprises (SMEs) and corresponding workforce to position themselves successfully in the global economy.	12/04/06	Develop a Marketing Plan for Michigan - - an effective, consistent, unified message about Michigan that can be used by all stakeholders in business, education, economic development, and tourism.	06/30/07
<b>Increasing Educational Attainment</b>	Conduct regional Return to Learn initiatives by working with DLEG to create a consistent message and supports materials for implementation by the workforce development boards.	12/04/06	Provide ongoing accountability for implementation of the 19 recommendations of the Cherry Commission over the next 10 years.	Next 10 years
<b>Creating a Low-Wage Worker Advancement Strategy</b>	Engage large and small employers in providing or connecting low-income employees to key support services that would decrease turnover and provide opportunities for advancement.	01/31/07	1) Self-Sufficiency pilots fully funded for implementation between April 2006 and October 2007 - - implemented statewide after completion and evaluation of the pilot phase. 2) Work with the Early Childhood Investment Corporation to support system and policy changes to provide low-wage workers access to affordable and high quality childcare and education.	12/31/07 12/31/07
<b>Creating a State Culture of Entrepreneurism</b>	Establish a program that uses the State's buying power to build and support markets for small and emerging businesses.	06/30/06	Ensure that entrepreneurial mentoring and training is available to entrepreneurs seeking these services at the secondary and postsecondary levels, by December 31, 2007. Strategies may include: 1) Experienced Chief Executive Officers mentoring beginners who in turn mentor at community colleges and offer high school internships and 2) An entrepreneurial incentive with the revised MERIT Scholarship that provides additional financial award for students who both complete a two-year entrepreneurship degree program and develop a solid business plan.	12/31/07
<b>Accelerating Re-Employment /Workforce System</b>	Develop a business solutions strategy to ensure that businesses are aware of the state's economic development and workforce development resources available to them.	06/30/06	Execute a Compact for Michigan's Communities: A regional planning effort to ensure workforce and economic development alignment and collaboration across Michigan.	06/30/07